

An Unusual Introductory Offer to Make New Friends for

**JACKSON
&
PERKINS**

Prized Roses

PROVE FREE

That You Can Grow and Enjoy the World's Finest Roses

IN YOUR GARDEN THIS SPRING!

**SEND NO
MONEY NOW**

Pay Nothing on Arrival

*See Prize Winning
Roses Like This-*

**Before You Pay
a Penny!**

SOME OF THE PRIZES J&P ROSES HAVE WON:

- ★ All-America Rose Selections Winners.
- ★ Gold Medals, Bagatelle Rose Competition, Paris.
- ★ Gold Medals, British National Rose Society.
- ★ Gold Medals, International Rose Test Gardens, Portland, Oregon.
- ★ David Fuerstenberg Prizes.
- ★ Certificates of Merit, International Rose Trials, Geneva.
- ★ John Cook Medal, American Rose Society.



**SEE THE 3 BEAUTIFUL ROSE GARDENS
That You May Have on Absolutely Free Trial!**

**FLORIBUNDA
ROSE GARDEN**
Includes 3 Great
Favorites of Gardeners
everywhere.

Hundreds of Prize-Winning Roses on Every Bush!

IN BLOOM CONTINUOUSLY ALL SEASON LONG!

FLORIBUNDA—The 20th Century Rose!

Vogue

**Winner of 5
World-wide Awards**

(Left) The rich cherry-coral of Vogue is only one of its outstanding features. The opening of its dark ovoid buds is a show in itself. Slow opening, these buds evolve into perfectly formed blooms that are high centered and reach from 3 to 4 in. across. The graceful flowers are in evidence in medium and large clusters all season long. The 2½ to 3 ft. bush is compact and bushy with an abundance of dark green leathery foliage. The fragrance of carnations pervades. (Pl. Pat. No. 926)



Red Pinocchio

(Right)

Tiny picture buds are a deep satiny carmine-red on the outside and brighter carmine on the inside. The 3½ in., Hybrid-Tea-shaped blooms are cupped and present masses of clean red clusters all season long. The upright bush is vigorous and free flowering. Extremely hardy and very easy to grow. Always in bloom. (Pl. Pat. No. 812)

ALL 3 FOR ONLY \$4.50

GROUP No. 926

Pinocchio

(Left)

Pointed buds of exquisite salmon, flushed gold at the base, open to 1½ in., Hybrid-Tea-shaped blooms of soft clear pink with edges gradually changing to a deeper pink. The first of the now famous "Pinocchio Family" is a prolific bloomer all summer long. The artistic sprays of buds and blooms last unusually well and are incomparable for mass or miniature flower arrangements. The 20 to 24 in. plant is extremely hardy. (Pl. Pat. No. 484)

FLORIBUNDAS HAVE MANY USES!



**HYBRID TEA
ROSE GARDEN**
Includes 4
Prize-Winning
Roses.

Giant Roses

SCORES OF HUGE, EVERBLOOMING, BRILLIANT COLORED,
FRAGRANT BLOOMS ON LONG
STEMS . . IDEAL FOR CUTTING !

The Best RED Rose of All Time ! **NEW YORKER**

(Right) New Yorker, the epitome of Red Roses dresses itself in red from beginning to end starting with the new shoots of bright red. Buds of perfect form and texture open slowly to 6 in. blooms of resplendent scarlet with dark overtones of rich velvet on each of the beautiful, well shaped petals. The highlight of any floral display, New Yorker vies for honors in many Rose contests and this winner of the Gold Medal at the International Rose Garden, Portland, Oregon usually comes out far ahead of all others. The resolute bush is hardy and free blooming, filling your garden with spectacular blooms all season long. An abundance of velvety, disease resistant foliage adorns the plant. New Yorker will thrive under the most difficult conditions and takes little or no care often reaching a height of 3 to 3½ feet. A delightful raspberry fragrance pervades. (Pl. Pat. No. 823)



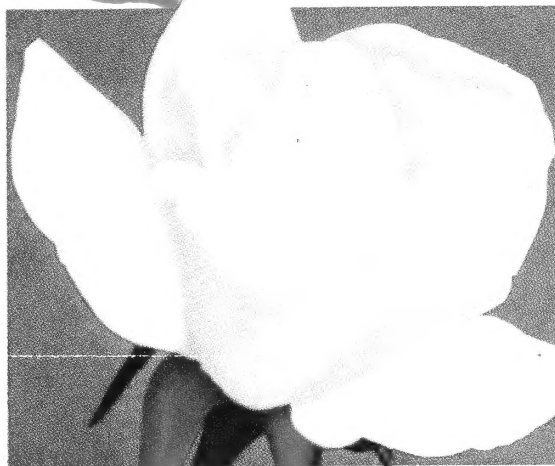
ALL 4
For Only
\$745
GROUP No. 916



SERENADE

(Above)

Exquisite burnt-orange buds and 5 in., brilliant coral-orange blooms are produced freely on 3½ ft. plants. The edges of the petals are an interesting darker shade. The foliage is a shiny green and nicely balanced on the plant. In addition to being vigorous, the bush has a clean open habit. (Pl. Pat. No. 852)



WHITE SWAN

(Above) An outstanding white Rose with unusually fine exhibition qualities. Long pointed, graceful buds of alabaster white open slowly to dazzling, stark white blooms up to 4 in. across. These elegant flowers are high centered and are reproduced freely on 2 ft. stems. The 3 to 4 ft. bush is vigorous with ample dark green foliage. The pleasing Rose fragrance though not dominant is very effective. (Pl. Pat. No. 1115)



Golden Scepter

(Above) As the name implies, Golden Scepter is a majestic Rose. Its graceful long pointed buds reflect clear golden yellow

that is carried over into the gorgeous blooms that reach 5 to 5½ in. across. These blooms are high-centered and sparkling. A well balanced plant reaches 2½ to 3 ft. (Pl. Pat. No. 910)

**HYBRID
TEAS**
Have
many uses



THOUSANDS OF ROSES IN LIMITED SPACE!

**CLIMBING
ROSE GARDEN**
Includes popular
Everblooming
Varieties.

**CURTAINS OF COLOR TO DRAPE OVER
FENCES, WALLS, PORCHES, TRELLISES, ETC.**

Sensational New Improved Strain of AMERICA'S MOST POPULAR CLIMBER

Everblooming **BLAZE**

Yes, that's right! A new improved strain of America's most popular Climber — a strain that produces more blooms than ever before—and is absolutely guaranteed to bloom in June, July, September! Think of it! Now you are guaran-

teed to have hundreds upon hundreds of beautiful red roses practically all season long—glorious scarlet-red curtains to drape on fences, porch, walls, post, trellis, or any place where a climber is appropriate.

Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze. Most popular of all Everblooming Climbers. The popularity of Blaze increases year by year as more gardeners realize how colorful and dependable it really is. In this picture the brilliant pillar of glowing red is exceptionally outstanding.

Generous Clusters of Brilliant Bloom

These are the brilliant double, red Climbing Roses one sees all over America. You'll be thrilled with the exceedingly generous blooms in June, and each succeeding year will increase your devotion as the plants become established and the sturdy canes of "old wood" bring the everblooming characteristic to the fore. You know the older June-blooming counterpart as Paul's Scarlet Climber. Blaze requires no special attention, but grows luxuriantly and makes a magnificent display.

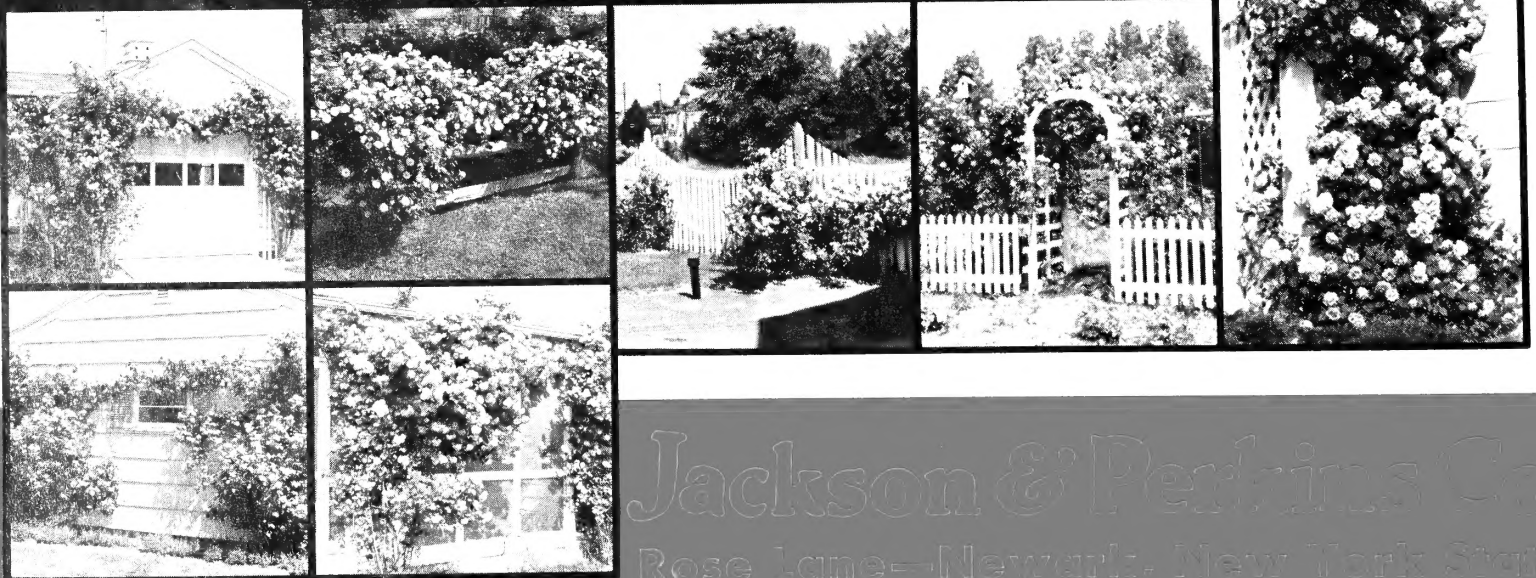
Where The New Blaze Came From . . .

One particular plant that outbloomed and outperformed all others was found in the nursery years ago. During July, August and September this amazing plant continued to bloom constantly. We very carefully isolated this plant and used it as a stock plant from which to multiply this new strain of Blaze. After years of propagating from this heavily blooming type, we now have the new everblooming strain. Blaze often reaches 15 feet high.

GROUP No. 936

3 BLAZE FOR ONLY \$3⁹⁰

CLIMBERS HAVE MANY USES:



Jackson & Perkins Co.
Rose Lane—Newark, New York State

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

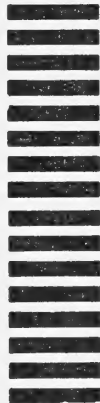
FIRST CLASS PERMIT NO. 25, SEC. 34.9 P. L. & R. NEWARK, N. Y.

Jackson & Perkins Co.

BOX 18

NEWARK,

NEW YORK



Free Trial Priority Form No. 3546

Gentlemen:

I would like to grow J & P Prized Roses — at your risk. Please send me, at the proper planting time, the group or groups indicated below. It is understood that I need send no money now—nor pay the postman anything when the plants arrive. If the plants are NOT bursting with life by June 10th, I will destroy them, return the memo bill and owe you nothing. Otherwise, I will pay the full amount indicated on the bill, plus a few cents postage.

Check Group or Groups Desired

HYBRID TEAS

- ☐ Group # 916...\$7.45
1 New Yorker
1 Golden Scepter
1 White Swan
1 Serenade

FLORIBUNDAS

- ☐ Group # 926...\$4.50
1 Vogue
1 Pinocchio
1 Red Pinocchio

CLIMBERS

- ☐ Group # 936...\$3.90
3 Blaze

PLEASE PRINT NAME & ADDRESS

Name.....

Address.....

City.....

Zone..... State.....

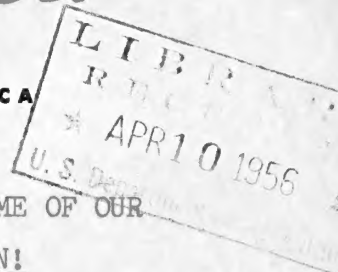
- ☐ Please check here if you want NO plants—so that we may offer them to another customer.

JACKSON & PERKINS CO.

World's Largest Rose Growers

Telephone
Newark 1550

NEWARK, NEW YORK • • THE ROSE CAPITAL OF AMERICA



WHY I HAVE INSTRUCTED OUR SHIPPING DEPARTMENT TO SEND YOU SOME OF OUR
PRIZE-WINNING ROSES-- FOR ABSOLUTELY FREE EXAMINATION!

Dear Gardener:

Yesterday I instructed our Shipping Department to reserve in your name a group of our world-famous Prize-Winning Roses. I want you to have them. I'd like you to plant them...to see how beautifully the world's finest roses grow in your garden--and I'm going to send them entirely at my risk!

That's right. I want to send you these Prize-Winning Roses--WITHOUT YOUR PAYING ANY MONEY NOW OR WHEN YOUR PLANTS ARRIVE.

If you've ever purchased plants from anyone, you know that this is a revolutionary offer. No nursery does business this way...and neither do we, normally. Why then am I going to send you some of our Prize-Winning Roses...to let you plant them and keep them in your garden--without asking for any money in advance.

WHY WE DARE MAKE SUCH AN AMAZING OFFER

The reason is very simple. According to our records, you are not growing J&P Prized Roses. So I'd like to introduce them to you--without your risking a single penny! For I know that once you see them actually growing in your garden, once you see them blooming in all their glory...you'll be so thrilled that you wouldn't want to be without them--and you'll want more besides!

Of course, I wouldn't dare make this offer if it weren't for the QUALITY of our roses...top-notch quality that has enabled us to become the world's largest rose growers...first quality that has made J&P Prized Roses the most wanted and most planted roses in the whole world...the highest quality that has enabled J&P Roses to win more awards in this country and abroad than any other roses!

Honestly, you have to see the heavy, sturdy stock...the thick branches...the large roots to fully realize what a No. 1 plant really looks like. You have to see them burst into life in your own garden to realize how vigorous a real No. 1 plant is! You have to see it actually blooming to realize how gorgeous a No. 1 plant is! Just compare an authentic J&P No. 1 plant to any other...for size, for ease of growth, for sheer beauty! There is no comparison! And all of our Roses are guaranteed to be No. 1 plants...top quality, 2-year-old, field-grown plants--the strongest, sturdiest, healthiest Rose plants you can get.

J&P PRIZED ROSES FOR EVERY GARDENING USE

Furthermore, there are several different types of J&P Prized Roses...beautiful roses for every use in your garden...

...EVERBLOOMING FLORIBUNDA ROSES, the 20th century roses, that produce hundreds of prize-winning blooms on every bush! This newest type of rose produces clusters of 5 to 25 blooms--an entire bouquet on one single stem!

And Floribunda Roses bloom almost continuously all season long--from June right up to frost. They're wonderful for mass planting, foundation and picture window plantings, hedging, borders along walks and paths.

...GIANT HYBRID TEA ROSES that produce huge individual blooms UP TO 6 FULL INCHES ACROSS!--on long, sturdy, cutting stems. These are ideal for formal plantings, for highlighting spots in your garden, for exhibition purposes.

...and finally, the AMAZING EVERBLOOMING CLIMBERS that produce literally thousands of roses on a single plant...curtains of color to drape over fences, porch, walls, trellis, posts.

I could go on for pages describing our top-quality No. 1 Prized Roses. I could make fantastic claims--and back them up! But it would still be "all talk and no action." That's why I'm perfectly willing to let you try them in your garden--at our risk.

YOU DON'T SEND A PENNY UNTIL YOU'RE CONVINCED

As I said before, I have already instructed our Shipping Department to reserve a group of these J&P Prized Roses in your name for absolutely free trial examination. The only request I have to make is that you tell me--on the enclosed Free Trial Form--which group or groups you would like to receive. (The special groups set aside for "new friends" are described in the enclosed circular.)

You'll receive your plants at the proper planting time for your locality... and with your shipment, we'll enclose a memo bill for the full amount of the plants you selected, plus a few cents for postage and handling. BUT you DO NOT pay any money now--or when the plants arrive. Plant them in your garden and watch them grow. Only after you actually see them thriving and growing...only after you are thoroughly convinced that J&P Prized Roses can glorify your home and garden as no other flower can, are you asked to pay the amount indicated.

On the other hand, if your plants do NOT live and grow...if they are NOT healthy, vigorous, bursting with life by June 10th...DESTROY THE PLANTS, return the memo bill--and you owe us nothing.

Incidentally, you'll notice that the enclosed Introductory Free Trial Form bears a number. That's your priority number for this offer which we can only make once to a family, and only to a few new friends each year. If you do not wish to plant any of them in your garden this year, please be sure to let me know so we can make the plants reserved for you available to another new friend.

Yours for a more beautiful rose garden...



C. H. Perkins